

Western Regional News

We are the model of conservation!

THE ENERGY K-MART HAS SAVED IN THE PAST YEAR MAY BE HEATING YOUR HOME NOW

Stores and businesses care about conservation

And here's proof they do: K-Mart at 22nd and N.E. 12th St. in Portland, has slashed their energy consumption a whopping 25%.

Their savings—more than a million kilowatt-hours—is enough to supply over 1,000 average households for an entire month.

It takes a lot of conscientious effort to cut energy use in half...but K-Mart did just that. They cut back unwanted hours of parking lot lighting, reduced need for in-store lighting by painting ceilings white, kept display televisions, sets, appliances, and lamps

switched off when not being demonstrated, and re-set thermostats to lower settings. Signs and notices encourage employees and customers to conserve.

At PGE, we're glad that people are becoming more and more aware of the need to save energy. If you'd like to do your part, contact us.

A PGE Energy Management Consultant will help you plan a program specifically suited to your individual needs. Whether you're a corner grocery store or a large industrial plant conversion is still very important. Call your nearest PGE office and ask for Ext. 6674. We want to help!



PGE

Thank you, K-Mart

For saving electricity.

Portland, OR—The Portland General Electric Company printed this self-explanatory advertisement in their local papers. More proof that **K mart 3025** is the area's best saving place.

Fire affects all three

Kennelwick, WA—One incident can affect several people in several different ways. A customer rushed into **K mart 3354** and told the store greeter that a car was on fire in the parking lot. Arnold Freidig, security manager, and Tom Lamborn, security assistant, raced across the lot to extinguish the fire and found it was Lamborn's car that was on fire. Tom had reported having trouble starting his car earlier, so apparently the cause was electrical.

In the process however, the 1970 **Fury III** was a total loss. The owner of that car was seen looking skyward saying, "What's next?"

Arnold Freidig explained part of his quick response to the emergency by saying he thought the burning car may have been parked next to his

own. He was planning to trade his in for a new car the next day.



Resulting damage of electrical fire in Tom Lamborn's car.

Vicki reaches back in time

Las Vegas, NV—
Hi, Peggy,

I'd like to thank you for honoring me with the reporter of the year merit award.

You might be interested to know that my first official job was at **Store 152** in Waterloo, IA back in 1943. I was just 16-years old. Listen to this, I can even remember my starting wage of 25¢ an hour. How thrilled I was to get it!

Mr. "D" (Tony Donofrio), our store manager, teased me about it every now and then, about how I remember back to the "Dark Ages" with the company. However, he can remember more of this himself than he cares to admit.

In those days, the old three-story Kroger buildings had wide pineboard floors which were times than not the store manager would run an oiled pushmap over at closing. The heating and cooling system by today's standards left much to be desired. During the sub-zero midwestern winters, the steam radiators would pop, crack, and him trying to keep the creaky old building at a comfortable temperature. During the hot and humid low summers, the four-bladed big ceiling fans would softly whirl high over the heads of the customers.

Each counter or department had its own small cash register and the store itself had a locked, centrally located cash drawer, out of which a floor walker made change for large bills. We weren't allowed to have anything over a one-dollar bill in our register, so when a customer handed us anything larger, we would have to stand at the register, waving the bill high overhead and call out, "Counter 6, a ten!" The floor girl would come to counter six with change for a 10 dollar bill. This all sounds like a far cry from our sprawling, modern, electrically heated and refrigerated buildings, with the 10 busy computer registers at the front checkouts.

After leaving the company in 1945, I went to work in a factory during the last stages of the war. I was married in 1946 (still am to the same wonderful man), have raised two fine sons, relocated in Nevada in 1962, acquired two beautiful daughters-in-law, and in 1970, at age 44, I once again found myself in the employ of K mart Corporation.

You know, it's really amazing how very little else's changed. We still talk about supply on hand, shrinkage, invisible waste, orders, etc. She's a little more complex, maybe. A whole helluva lot larger, all the way up to the world's number two retailer, but beneath it all lies the friendly "aiming to please S and L cost store." Incredible, is it not?

Guess I've rambled on enough, huh? Thanks for listening to this old personnel manager reminisce about days gone by—it's been fun.

Sincerely,
Vicki Kasmeyer
K mart 4278

Sports analysis at 3076

Spring Valley, CA—A preview sports report from Bill Dayer:

The **K mart 3076**ers are ready to begin another sports season. The store's basketball, softball, volleyball, and football teams are stretching those hibernating muscles and warming up those not so limber extremities.

With the leadership and guidance of the team captain, W. C. (Weathleem Captain) Cumby III, the 76ers are suffering from an inexperienced and

apomadic performance.

W. C. is still optimistic for the '78 season. He hopes to break all his records, including the Javelin catching event. His past history of breaking records include mostly 45s, and some LPs though toward the end of last season.

You may (or may not) look forward to further reports of the 76ers team and the outstanding performance by their captain.

And now, something we all know...

Dallas, TX—Don't we know it! The register error

Is a slippery thing and sly. You can hunt 'till you are dizzy. But somehow will get by.

That register error Is too small for human eyes, Till the error is on paper,

When it grows to monumental. The boss just stares with horror,

Then he grabs his hair and groans, The register reader drops his head Upon his hands and moans.

The remainder of the issue May be clean as clean can be, But the register error Is the only thing they'll see.

Written by Herschel Beshare, security manager
K mart 4139

12 April, 1978